

96% Performance Rating Achieved by Unilytics Sets the Bar for Customer Service Excellence in Web Analytics & Optimization!

November 7, 2011 – Toronto, Ontario – Unilytics Corporation, a leading web analytics and web optimization consulting firm, is proud to announce the achievement of a 96% Overall Performance Rating from customers in a recent Dun & Bradstreet survey.

The *Open Ratings Performance Evaluation*, conducted by Dun & Bradstreet, rates supplier performance on a scale ranging from 0 to 100 as evaluated by customers. The performance evaluation reveals that Unilytics has earned **96%, an exceptional Overall Performance Rating**, which places it in the **top quintile** in comparison to other rated companies in the same industry, according to the Standard Industry Classification (SIC) group.

The Dun & Bradstreet survey also exhibits remarkable ratings given to Unilytics by customers in each key aspect of the firm's performance as seen in the **Detailed Performance Ratings** below. Of particular note are Unilytics' ratings of 99% for the quality of its personnel, 98% for the quality of its products/services and 98% for its level of customer support!

DETAILED PERFORMANCE RATINGS*

Rating Key Performance Aspect

96	RELIABILITY: How reliably does this company follow through on its commitments?
97	COST: How closely did final total costs correspond to expectations at the beginning of the transaction?
96	ORDER ACCURACY: How well do the products/services delivered match your order specifications and quantity?
98	DELIVERY/TIMELINESS: How satisfied do you feel about the timeliness of the product/service delivery?
98	QUALITY: How satisfied do you feel about the quality of the product/service provided by this company?
97	BUSINESS RELATIONS: How easy do you think this company is to do business with?
99	PERSONNEL: How satisfied do you feel about the attitude, courtesy, and professionalism of this company's staff?
98	CUSTOMER SUPPORT: How satisfied do you feel about the customer support you received from this company?
97	RESPONSIVENESS: How responsive do you think this company was to information requests, issues, or problems that arose in the course of the transaction?

*Source: Customer survey conducted by Dun & Bradstreet, July 9, 2011

Unilytics president, Peder Enhorning, takes great pride in his company's well-earned reputation for an unparalleled level of customer service, "I am thrilled Unilytics has been recognized with these exceptional performance ratings and proud of each and every one in our team who has contributed to this unequivocal vote of confidence from our valued customers. This level of excellence in customer service and dedication to our customers' success truly set us apart!" Mr. Enhorning emphasizes that "Unilytics is committed to continue to raise the bar for the level of customer service excellence in the industry".

About Unilytics

Unilytics is a leading web analytics and optimization company offering software solutions, consulting, configuration and training to a growing client base of over 800 customers including leading firms in finance, technology, medical, CPG, communications and media sectors as well as all levels of government. The only firm certified with Webtrends, Adobe and Google Analytics, Unilytics also

integrates data from other channels such as email marketing, CRM, customer service and phone support to provide a complete understanding of the customer experience. Consulting services include website optimization; web analytics customization and training; dashboard creation and management reporting; and KPI analysis. In addition, Unilytics recently released Mergence[®], specialized analytics technology for Microsoft SharePoint[®], and Montage automated dashboards. Unilytics has offices in Toronto, Canada and San Jose, California.

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